Special Report

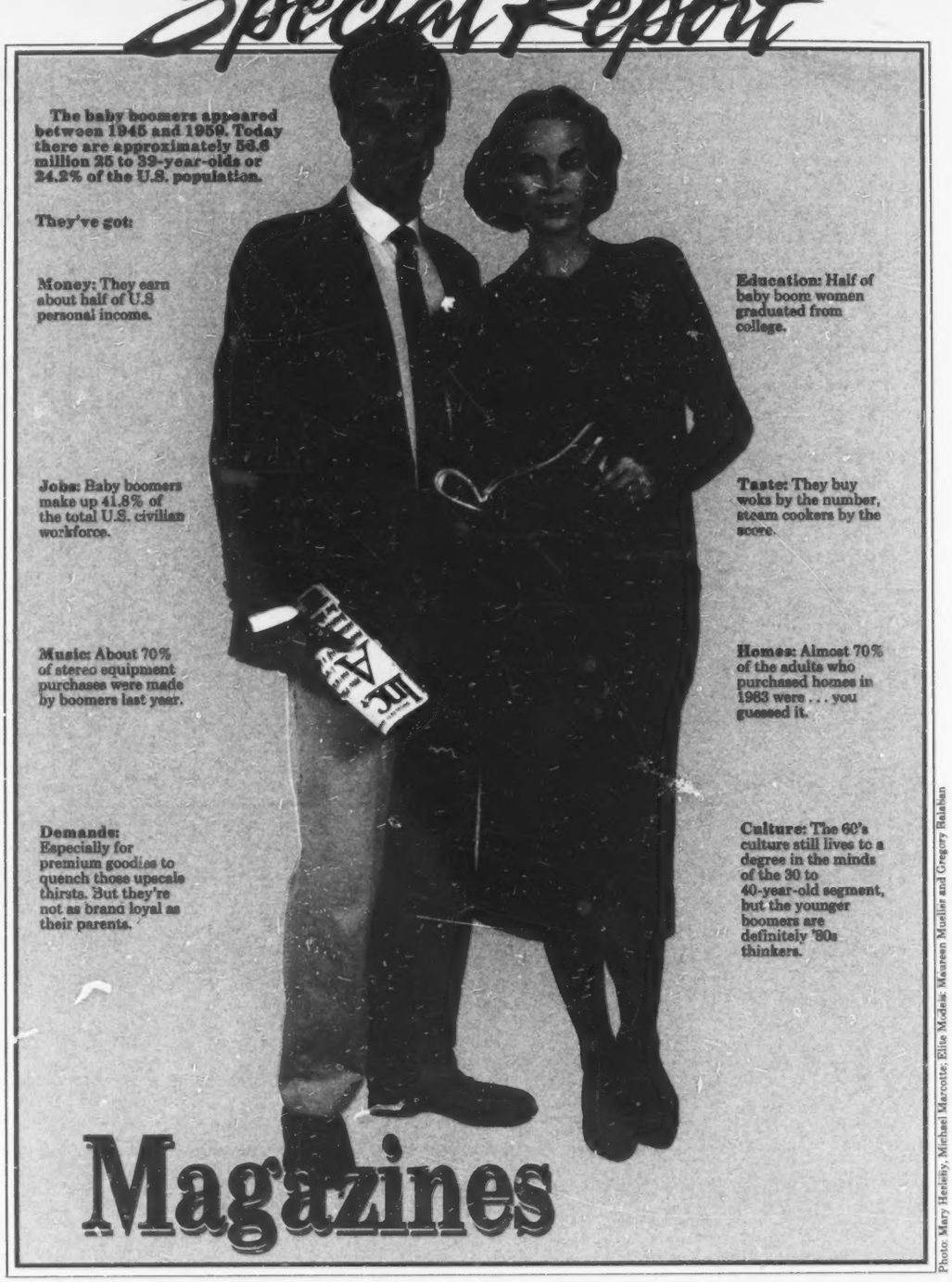

The baby boomers appeared between 1945 and 1959. Today there are approximately 56.6 million 25 to 39-year-olds or 24.2% of the U.S. population.
They've got:
Money: They earn about half of U.S personal income.
Education: Half of baby boom women graduated from college.
Jobs: Baby boomers make up 41.8% of the total U.S. civilian workforce.
Taste: They buy woks by the number, steam cookers by the score.
Music: About 70% of stereo equipment purchases were made by boomers last year.
Homes: Almost 70% of the adults who purchased homes in 1983 were . . . you guessed it.
Demands: Especially for premium goodies to quench those upscale thirsts. But they're not as brand loyal as their parents.
Culture: The 60's culture still lives to a degree in the minds of the 30 to 40-year-old segment, but the younger boomers are definitely '80s thinkers.

Photo: Mary Hensley, Michael Marcotte; Elite Models: Maureen Mueller and Gregory Belahan

Magazines

Getting a reading on the baby boom

By B.G. Yovovich

Magazine publishers take heed: Beware of the *Bride's* magazine syndrome.

For *Bride's*, the syndrome is a successful way of life. The typical reader is intensely interested in the magazine for the six months or year before her wedding, but she rapidly loses interest afterward and is replaced by someone from the next batch of brides-to-be.

In the case of other magazines —including publications such as *Architectural Digest*, *Esquire* and *Money* that have been some of the industry's biggest success stories recently—the syndrome will not be as obvious nor strike as swiftly, but, nonetheless, it may combine with changes in the much-discussed baby boom generation to force many magazine publishers to confront some knotty problems.

For example, when young adults are beginning careers and forming households, magazines such as *Architectural Digest*, *Esquire*, *Gentlemen's Quarterly*, *Glamour*, *Money*, *Savvy* and *Working Woman* can be invaluable sources of information. However, says Peter K. Francese, publisher of *American Demographics* magazine, "Over a period of years, a magazine like *Money* or *Architectural Digest* can outlive its usefulness for a particular reader."

Publishing consultant Christine D. Urban says, "Magazines like *Money*, *Self*, *Success*, *Working Woman* and *Esquire* are 'becoming' magazines. They are publications that readers go to in order to learn new ways of being, and, if the magazine does its job well, eventually its readers 'get there.' In a way, if the book is successful, it becomes obsolete."

Though *Bride's* has learned to live with this ebb and flow of readers, the phenomenon will present new challenges for those magazines whose audiences were swelled by the surge of baby boom generation readers who, during the past decade, began looking for magazines that would help them buy and decorate their first homes; embark on and manage their careers, and give them guidance on entering affluent lives.

For the most part, this type of "life management" magazine is a relatively new product, one fueled by the many social changes that have occurred in the past two decades.

"People have always gone through life cycles, but people today go through more of them than they did in the past," says Lillian Deitch, vp, Futures Group consulting company, Glastonbury, Conn. "We've added a few new ones. The baby boom generation added living independently from their parents before they got married. There is also the cohabitation mode, and we have the serial marriages, all of them different cycles to go through."

In particular, says Boston University marketing professor Mary Lou Roberts, "When people move from one role to another—when a student is just getting his or her first job, or a young person is getting married or setting up a cohabiting household—these role-transition periods tend to cause people to reach out and search for more information because they are not sure what they are doing."

Getting that information is not always easy, however. In the case of today's two-career households, for example, "The vast majority of the members of such households grew up in traditional households, and they are lacking in role models to help them establish their more contemporary kinds of households," says Ms. Roberts, who recently completed a study of dual-income families for Conde Nast.

(Continued on Page 12)

B.G. Yovovich is a frequent contributor to Special Report. He specializes in media topics.

Reading

(Continued from Page 11)

As a result, many magazines stepped in to fill these information gaps. Take the examples of *Esquire* and *Glamour.*

"There are so many more eligible people in that 25-to-35 age group that there is now a massive market for a magazine like *Esquire* and its counterpart, *Glamour,*" Mr. Francese says.

In the case of *Glamour,* the magazine is "in the business of giving women advice on the kinds of things their mothers could never tell them about because their mothers don't know anything about them: Advice on how to live with a man; what are the legal ramifications of living with a person or what it means in terms of insurance and investments. They talk about how to have a satisfying career that doesn't conflict with your boyfriend's. How to break up with someone you have been living with. You don't go get a divorce. What do you do, just leave? How do you leave?

"The previous generation didn't do these things," Mr. Francese says. "You have a whole group of people who are living a life style that large numbers of people had never lived before.

"Women today have tremendous career opportunities and are living professional lives, but their mothers were housekeepers and don't have any advice for them."

Similarly, magazines such as *Savvy* and *Working Woman* stepped in to provide much-needed information regarding the new levels of women's involvement in the work force; personal finance magazines such as *Money* moved to provide guidance for those about to buy their first homes or make their first investments in the stock market, and magazines such as *Architectural Digest, Connoisseur* and *Gourmet* and other upscale life-style publications served as primers for those just beginning to enjoy the pleasures of affluent living.

Ms. Roberts points out that "it goes beyond magazines, that you can even see it in catalogs and catalog shopping, where certain catalogs are becoming the same sort of primers and are providing the same sort of insight and are confirming the expectations of what life ought to be like."

The more heightened sense of time constraints felt by this generation also has contributed to its turn to life-management publications.

In previous generations, for example, an affluent household generally consisted of "one person making the money, and the other person spending it on the family and household," Mr. Francese says. "The spouse that stayed home would take care of the children and be able to hunt around for the right fabric, or the right couch, and to decorate the home.

"Now you have vast numbers of affluent households where both adults are actively pursuing careers and neither has the time to manage the money or decorate the home," says the publisher of *American Demographics.* "This is where a magazine like *Architectural Digest* comes in. These people are replacing the time that they used to spend [on learning about such things] with a prepackaged piece of knowledge."

On the other hand, there is the danger of attributing too much to the post-World War II cohort.

For example, Ms. Deitch says it wasn't only the baby boom generation that got more interested in things financial during the 1970s.

"Prior to 1973, the financial markets were pretty stable. You put your money in the bank. There wasn't much of a choice," Ms. Deitch says.

As a result of the rise in inflation, the Organization of Petroleum Exporting Countries shocks to the economy, deregulation and other economic dislocations, "The whole financial services industry changed," Ms. Deitch says. "Money market funds were invented, CDs were invented, and everyone got interested in money instruments. It wasn't just the baby boom—older people were interested in these things too."

Ms. Deitch also says members of the young baby boom households are not the only affluent individuals who are moving into new homes and becoming interested in getting tips on how to decorate their new quarters.

Nonetheless, the sheer size of the baby boom population, 20 to 39 years old and 76 million strong, meant it had a special impact on the markets for these kinds of magazines.

Consequently, "the newer, more specific special-interest kinds of magazines will have to track this population very carefully and see what kinds of interests are emerging," says Ms. Roberts of Boston University.

Top 25 magazines according to the Folio 400

Rank '83	Rank '82	Magazine name	Est. 1983 total revenue ($000)	Total revenue growth %	Est. 1983 ad revenue ($000)	Est. 1983 ad pages	Est. 1983 average circ.
1	1	TV Guide	695,524	5.0	269,422	3,644	17,170,799
2	2	Time	487,639	14.7	298,612	2,699	4,667,469
3	5	People Weekly	325,722	13.1	175,515	3,449	2,741,029
4	3	Newsweek	319,139	10.5	218,723	2,958	3,030,780
5	4	Reader's Digest	295,498	2.5	101,649	1,033	18,118,068
6	6	Sports Illustrated	283,860	15.3	188,222	2,761	2,476,147
7	8	Family Circle	208,834	9.7	118,830	1,788	7,251,531
8	10	Good Housekeeping	207,304	12.4	127,243	2,097	5,406,959
9	14	Woman's Day	188,664	16.4	105,865	1,607	6,987,317
10	7	National Enquirer	187,048	- 1.8	28,300	1,404	4,890,644
11	15	Business Week	185,685	14.9	156,499	4,644	852,821
12	11	National Geographic	184,760	11.5	27,379	264	10,492,039
13	9	Playboy	177,710	- 5.8	60,562	1,047	4,229,824
14	12	Better Homes & Gardens	177,659	7.3	109,038	1,376	8,032,373
15	16	Parade	168,564	7.2	168,564	742	23,168,789
16	17	U.S. News & World Report	165,300	15.6	93,854	1,785	2,117,338
17	13	Penthouse	151,317	- 8.6	25,793	727	3,476,994
18	18	Cosmopolitan	143,706	12.7	81,270	2,442	3,011,190
19	19	McCall's	132,543	6.5	64,413	1,107	6,317,793
20	22	Ladies' Home Journal	128,130	32.1	57,423	1,166	5,226,575
21	23	Fortune	125,862	28.6	101,416	3,289	696,337
22	20	The Star	111,817	2.9	19,675	936	3,757,065
23	24	Forbes	110,233	26.9	84,502	3,402	719,439
24	21	Family Weekly	102,509	1.1	102,509	814	12,675,921
25	26	Glamour	97,129	17.8	58,585	2,027	2,224,261

Figures are *Folio* estimates for the calendar year 1983. © 1984 *Folio* Publishing Corp.

Generation opens new doors for publishers

At the same time that the aging of the baby boom generation is creating new challenges for magazine publishers, it also is presenting them with a variety of new opportunities.

For example, "There is great interest in publications about children, a great deal of interest in information about children age 1 to 5, about parenting and about learning," says Lillian Deitch, vp, Futures Group consulting company, Glastonbury, Conn.

Education is a particularly hot topic because "the baby boom generation is going to be very uptight about their children's education on several different scores. They feel guilty because they are leaving them alone [or with child care help] all the time. Because they are educated themselves, they want their children to be educated."

There also are likely to be efforts to start "magazines geared to various aspects of families," Ms. Deitch says. "I'll invent a new magazine for you: The Blended Family. It's for families where both parents have been divorced and they have different sets of children. There are so many problems: How to get along with your stepsisters and half-brothers, and the like.

"Anything that has to do with children and family relationships is very fertile ground."

However, *Reader's Digest's* disappointing experience with its *Families* magazine—which reportedly had difficulty establishing a clear-cut identity because it tried to reach too many different kinds of families—makes it clear that, despite the fertility of the ground, any new family magazine will require expert cultivation to prosper.

Magazines dealing with midlife career changes and continuing education also are expected to do well.

"In the next five to 10 to 15 years, there is going to be a tremendous squeeze in the middle-management ranks in most companies and an unfortunate dearth of opportunity because there are just too many people" competing for those jobs, says Peter Francese, publisher of *American Demographics.*

"You only need a few senior management people, and yet you have millions of these 30-to-35-year-old people, all of whom are bright, well-educated, and want to advance. The fighting for certain jobs is going to be ferocious."

One result will be a continued growth in entrepreneurial activity—as individuals leave deadlocked jobs—and good opportunities for magazines such as *INC.* and *Venture* that serve that market. There also is likely to be a great deal of midlife career switching.

"It is more in style now to change careers in midlife, to really do something drastic, like go to medical school at age 40 or become a priest at age 50," Ms. Deitch says. "The baby boom generation is particularly prone to disappointment because its members had such high expectations," and this is likely to further accelerate career switching.

There also is likely to be an increasing interest in adult education.

"People learn by observation and in this last recession, there were hundreds of thousands of middle-age men who were retired," Mr. Francese says.

"Everybody can tell you a story about a guy who spent 20 years with a company, and the company put him out to pasture because he had basically outlived his usefulness.

"I suspect that there are a lot of unhappy 55-year-old men out there, and that has not been lost on today's 35-year-olds. They are saying, 'Hey, not this kid,' and the tendency is to always learn more, to have options open, always to have a broad kind of education," Mr. Francese says.

"Education is going to take a much larger fraction of total household income than it did 20 years ago," and magazines tying into these changes have a good chance of doing well.

Even individuals who do not make career changes will find it challenging to keep up with changes under way in their professions—changes that will create opportunities for new magazines. For example, there are likely to be "all kinds of magazines for doctors that will concentrate on the new kinds of practices and that sort of thing," Ms. Deitch says.

The same way that *Medical Economics* has enjoyed success by providing information for doctors on how to manage their money, "there probably will be new magazines that will tell doctors what kinds of practices are the best, the new trends in advertising, and how to manage their offices," the Futures Group vp says.

There may even be an opportunity for several different kinds of psychologically oriented mag-

"They need to change with this group as it matures in order to avoid some of the very difficult repositioning situations that some of the older publications have had to face."

Moreover, the aging of the baby boom is likely to cause new challenges not only to the obvious "life management" publications, but also to related categories. City and regional magazines "could be vulnerable," Ms. Urban says. A large part of the popularity of a city magazine comes from its role as a guide to its community, particularly for newcomers to the area or for young adults just beginning to partake of the locale's restaurant and entertainment.

The changing demographics also may spur the major magazine publishing houses to adopt a new set of strategies. Instead of the traditional approach in which a publishing house focuses on cross-selling subscriptions to similar audiences, the new strategy might be to "graduate" readers who are moving out of the audience of one magazine into another, the way a reader of *Bride's* might "graduate" to *American Baby.*

Some experts also argue that there will come a time when the baby boom market will cease being so distinctive.

"There may be a second wave of aging baby boomer magazines, but something tells me that, at some point, the traditional books like the *Reader's Digests, The New Yorkers* and the *Atlantics,* if they are smart, will be able to pick up the baby boomers," Ms. Urban says. "I don't think that there will be an indefinite evolution."

Then again, perhaps the baby boom has a few more surprises in store.

"Just as the individuals of this generation haven't had role models," Ms. Roberts says, "our society doesn't have a model for what will happen with this kind of a generation." ■

Rolling Stone moves into mainstream

By Jack Hafferkamp

As Vietnam, the 1963 Chicago Democratic National convention, Woodstock, John Lennon and Yoko Ono's peace events, and Watergate all merged into one heady socio-political brew, *Rolling Stone* was there to cover it, make sense of it and transmit an us-vs.-them attitude to a hungry audience.

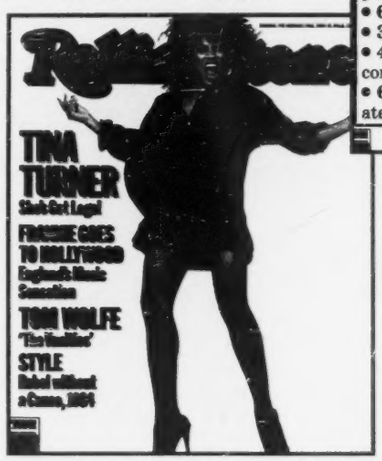
Rolling Stone has prospered because founder-editor-publisher Jann Wenner's instincts hooked directly into the gills of a generation. But now those first readers have moved on in life. The ones behind them are different.

Rolling Stone has had to change to accommodate the interests of 1980s readers. As the later baby boomers have moved into the cultural mainstream, *Rolling Stone* has followed and often led, polishing itself to a higher and higher gloss that reflects both the generation's and Mr. Wenner's maturation.

The challenge to *Rolling Stone* is to pass with its readers from yippie to yuppie. Some of the signs of maturity are physical—it is going from newsprint to all slick stock in January. But will this upgrading give it the boost it needs to fend off middle-age spread? And has Mr. Wenner's commitment to his music-and-politics formula caused *Stone* to become irrelevant to growing numbers of young men whose primary interests lie in career and financial matters rather than rock and roll?

Has *Rolling Stone's* time passed it by?

After 17 years of publishing, the signals are mixed. There are many questions about this *Stone's* ability to roll on through the 1980s. In January, *Rolling Stone* will guarantee a base circulation of 875,000. It would appear alive and well with estimated total 1982 revenues of $33.1 million and estimated ad revenues of $17.2 million, according to *Folio 400* figures.



Rolling Stone *must move with its readers from yippie to yuppie.*

Yet, as they say in the record business, *Rolling Stone* has lost its three-bullet rating. It has lost momentum. This year, says associate publisher Henry Marks, *Rolling Stone's* ad pages are down 5%. Upward mobility in the baby boom magazine business has passed to such yuppie interest magazines as *Byte, Harvard Business Review, High Technology, Money, Venture, Working Mother* and even *Southern Living.* There is speculation that *Rolling Stone* today is merely spinning its every-other-weekly wheels.

This is not the first time in *Rolling Stone's* history that such talk has been heard. So far, however, the magazine has managed to find a new way to grow.

This time Mr. Wenner is putting his chips on slick stock: A 70-lb. glossy cover and 40-lb. super calendar stock inside.

"It's a natural evolution," he says, a "sharpening and improvement" that is "consistent with the maturation of the youth culture. All of these changes *Rolling Stone* has gone through [from double-folded, black-and-white newsprint to four-color, heavier stock, trimmed and stapled] are a reflection of people's desire for a more professional, polished thing."

The *Rolling Stone* baby boom reader*

Of 1,381,000 25 to 39-year-olds:

- **60.2%** are male
- **39.8%** are female
- **40.3%** have household incomes of $30,000+
- **64.0%** are college graduates

Information for this chart on baby boom readers and subsequent charts in this report marked with an asterisk (*) is taken from Simmons Market Research Bureau data.

One ex-employe, however, finds some irony in this chain of "improvements," saying the magazine seems to have made a 180-degree turn from its original, very alternate, funky newsprint look. "Now," he says somewhat nostalgically, "it's very different." *Rolling Stone* is no longer "an outsider. Now it's very inside." In short, *Rolling Stone* has gone mainstream.

Mr. Marks agrees that the magazine consciously has abandoned its old image, "when the reader dressed solely in blue jeans and had long hair, which he didn't wash very often." That reader, Mr. Marks says, was "very politicized, and against the government."

Today *Rolling Stone's* readers still fall primarily into the category of 18-to-34-year-old male with some college education. At 25.5, the median age is somewhat higher than in the past, yet the real difference from the stereotypical 1960s hippie reader, Mr. Marks says, is that he now "has fairly short-cut hair, he is very interested in his career; is acquisitive, and tends to have the opportunity to express his individuality. He has gone from yippie to yuppie." Today's *Rolling Stone* "reflects that young people today have many sides to them," Mr. Marks says. They have money to spend on a wide variety of diversions and entertainments.

Mr. Wenner stresses, however, that *Stone's* changes are essentially issues of format, style and advertising, and are not content-related. *Rolling Stone's* editorial formula, he says, "still reflects the same things."

Its major ingredients are rock music (star profiles and re-

(Continued on Page 14)

Jack Hafferkamp, who teaches a course on magazines at Roosevelt University in Chicago, is a frequent contributor to Special Report.

azines.

"The focus might be on how to succeed in the small groups with which people interact on a daily basis," Mary Lou Roberts, Boston University marketing professor, says.

This represents something of a return of baby boom interest in things psychological. This time, however, "the focus of interest [in things psychological] is narrower," Ms. Roberts says. "People are not interested in global concerns or their inner souls, but in how they can do better in their own personal spheres of activity."

There also may be an opportunity for a magazine that would help individuals deal with disappointment in their careers and the traumas of midlife career changes.

However, Mr. Francese warns that such a magazine "is going to have to be extremely carefully positioned because it is likely to run into the same buzz saw that *Families* did, where you try to be so many different things to so many different people that you end up speaking to no one."

—B.G.Y.

Summer issue leaves no stone unturned

Rock 'n' rollers tend to measure time by summer songs and events. Woodstock happened in 1969. Michael Jackson's "Thriller" album dominated the summer of 1983. This year's big stories were the Jacksons' tour, Bruce Springsteen's tour and Prince's rock movie "Purple Rain."

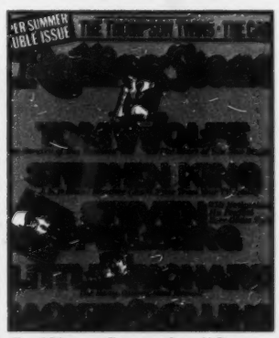
Rolling Stone measures summers with its "Super Summer Double Issue." It's a living time capsule—a direct glimpse into the currency of the youth culture.

Beyond the fully expected record reviews and the "Random Notes" gossip column, this summer's 130-page issue was devoted to fun in the sun. Politics was passed over in favor of providing readers with entertainment in four categories:

- "Summer Music" looked in on Bruce Springsteen, Huey Lewis, the Thompson Twins, (a two male, one female trio from Britain) and the Cars. If you don't recognize any of these acts, you are beyond the *Rolling Stone* demographic.
- "Summer Fun" had a marvelous confessions piece on one of rock's original wild men, Little Richard, which was aptly titled "Tutty, Fruity," the title of one of his early hit records. It also offered fashion insight (Hawaiian shirts) and the word on roller coasters.
- "Summer Reading" offered two kinds of escapism; a sleazy short story, "The Rock Star and the Lifeguard" by Jackie Collins, and fiction by novelist and Hollywood horror master Stephen King, "The Revelations of 'Becka Paulson."
- "Summer Movies" had a feature on Steven Spielberg, "Will Hollywood's Mr. Perfect Ever Grow Up?" and cinema sleaze—the subculture that has formed around gory drive-in movies.

The really big feature this summer was the first installment of a new novel by Tom Wolfe called "The Bonfire of the Vanities." It will run on a monthly installment basis for a year.

Advertising in this summer's issue totaled about 76 pages. The leading categories, in order,



Rolling Stone's *"Super Summer Double Issue" is a living time capsule.*

were audio equipment, liquor, autos, tobacco, records, shoes, and health and personal care. Records and tapes did not dominate as they once did; in fact, there were only five in the issue. B. Dalton Co. had a 12-page four-color insert.

Associate publisher Henry Marks predicts *Rolling Stone* will be up 10% in advertising pages next year, with opportunities for growth in home video, grooming aids, autos, liquor and tobacco.

And finally, for those who have been dying to know what this summer's "Random Notes" revealed: "There's nothing to those Billy Joel-Christie Brinkley breakup rumors; she's got tickets to many of his upcoming shows" . . . David Bowie has finished recording a new album . . . Cyndi Lauper's new single "She-Bop" is "an ode to self-abuse," and Teddy Pendergrass, "wheelchair bound since a controversial car accident left him quadriplegic," has denied rumors that he was engaged in sex with his transsexual passenger when his $109,000 Rolls slammed into a tree . . . ."

No matter what else happened this summer, *Rolling Stone* readers got their necessary dose of gossip.

—J.H.

PEOPLE PATTERNS

Women keep Republicans on their toes

By PETER FRANCESE

Because older people generally are considered to be more conservative than younger people, one would think Republican candidates would walk away with easy victories this November, if only because more older people vote than younger ones.

Only 40% of people 18 to 24 years old voted in the last presidential election, but 70% of those older than 55 did so.

However, the reason complacency does not pervade the Republican party may be because among older people, a larger and larger majority of potential voters are women.

Among those 18 to 24 who seldom go to the polls, there are only 98 women for every 100 men.

There's not much of a gender gap between 24 and 44 either, only 102 women per 100 men. But among potential voters 45 to 64, there are 110 women for every 100 men, and 65 and older, there are 150 women.

In the last presidential election, this meant there were nearly 3 million more women older than 45 who voted than men of the same age.

For the upcoming election, there will be about 73 million people older than 45. If 70% of them vote, the polling places will see 5.4 million more women voters in that age group than men. Clearly older women are a potent political force.

But the issues that are important to younger women may not be as relevant to those older than 45. For example, two-thirds of women 25 to 45 are in the labor force. But less than half of those 45 to 64 are employed, and only 10% of those older than 65 are.

Equal pay for equal work may not be as important an issue for those older than 45. Unless they are being pressed to take care of grandchildren, day care may not be a critical issue either.

However, the desire for economic security is more acute with advancing age, and how to pay for one's medical bills becomes a top-of-the-mind matter.

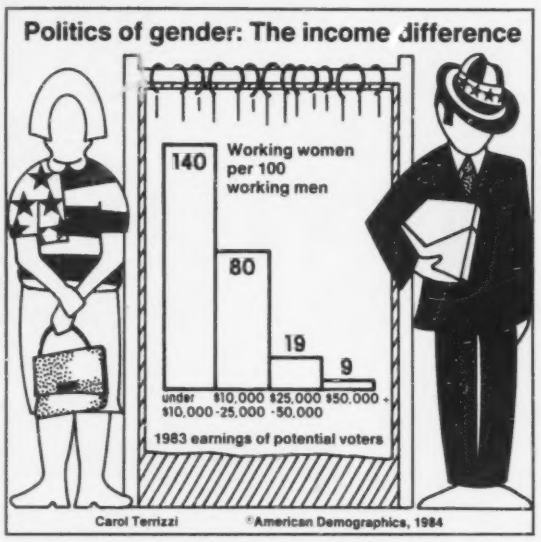
No politician in his or her right mind would touch Social Security, but there has been a lot of talk about controlling the cost of medical care.

Women approaching 65 might require a great deal of medical care if they live close to their life expectancy. They probably would like to be reassured by the candidates that the cost of healthcare is not going to be controlled by reducing Medicare payments.

Winning a presidential election, of course, involves a lot more than saying the right things to older voters. But as our population continues to age and the majority of women voters grows larger, issues such as healthcare and pension rights will move closer to the top of political agendas.

The makers of consumer products and services spend lots of time and money finding out and keeping up on what women—young and old—want.

Political candidates who want to be elected may wish to do the same.



The presence of Geraldine Ferraro on the Democratic ticket has focused our attention on the economic and political issues that are important to women. One of those issues is money and the difference between what men and women are paid.

There are many reasons put forth why women make less money than men: More discrimination, fewer expectations, more career interruptions, less training, less experience, different choice of occupations.

Whatever the reason, for every 100 men who made more than $50,000 in 1983, there were only nine women that did so.

But for every 100 men who earned less than $10,000 a year, there were 140 women.

Between $10,000 and $25,000, there are 80 women for every 100 men. But between $25,000 and $50,000, there are only 19 women for every 100 men.

Does this income gap mean women will vote differently from men?

This lower earnings profile ought to predict that women would vote less often than men because fewer low-income people go to the polls—except that in the last presidential election, the same percentage (59%) of men and women voted.

In previous presidential elections, more men than women voted, but the gap became steadily smaller until it disappeared in 1980. This voting gap did not close because the income gap narrowed. It may have closed because family income has become more important than individual income.

The rise of the two-income family has changed how individuals behave both politically and economically. In the old days of one-earner husband-wife households, making political predictions based on income was much easier. The lower income people voted Democratic, and the upper income people voted Republican.

Today, a married woman whose family income is $30,000 because her husband makes $20,000 and she makes $10,000 may feel very differently about political issues than a single woman earning $10,000 a year.

It's also a safe bet the married woman spends her $10,000 quite differently from the single one. More than half (56%) of all women with incomes less than $10,000 are married.

Only about one-third are single, divorced or separated, and one in seven is a widow.

There is no question that women as a group get paid less than men. The question for this election year is, how do they feel about it?

If most of them are not concerned because their spouse is well-paid, then the Republican ticket might do better than expected among women.

However, if most working women feel underpaid, regardless of how much their husbands make, then the Democratic ticket will benefit.

If the past is any guide, most low-income women who are supporting themselves or their families will vote Democratic.

Women make up the majority of the population older than 18, so if the same percentage of women as men vote this November, there could be as many as 5 million more women than men casting ballots.

The large gap in the income of men and women, combined with the rise of two-income families, creates some degree of uncertainty about how that majority will vote in November.

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Peter Francese is publisher of American Demographics.

Parting Shot / *BY RANCE CRAIN*

School program builds for the future

Crain Communications Inc.'s Adopt-a-School program has taken a new turn.

I've written about the Adopt-a-School program on several occasions because I'm proud of Crain Communications' involvement in it and because I'd like to encourage other business people to participate. The program isn't unique to Chicago. Oakland, Cal., has a very active Adopt project, and several other cities have successfully formed a partnership between business and the public schools to help students.

And that's what the Adopt-a-School program is all about. It's a way to enhance public education by bringing into the classroom the expertise and insight that the business community has in its own people. It helps students see how basic skills such as reading, writing and computing are applied in the business world, and it helps business people by giving them a practical understanding of the successes and problems facing public education today. Most importantly, though, I firmly believe that business has a big stake in the education system that turns out the employes, employers and consumers of tomorrow.

The school that *Crain's Chicago Business*, a sister publication of Advertising Age, adopted three years ago is Schurz High School on Chicago's Northwest Side. For the first two years, our program centered on lectures in the classroom and field trips to *CCB*. Our staffers—including myself—talked to journalism and English students about newspapers and the various beats we covered. Our illustrators talked about illustrating articles, demonstrated use of art materials and the production and graphic procedures we use for putting out our weekly paper. And our advertising staff talked about careers in selling and the role advertising plays.

The program worked well, and I think the kids who wanted to learn something acquired some valuable information. This year, we're trying something different, however.

I firmly believe that business has a big stake in the education system that turns out the employes, employers and consumers of tomorrow.

Editor Dan Miller will be at Schurz for four consecutive Tuesday mornings talking to English students about writing editorials, something he does for us every week. In the first week, Dan explains what an editorial is, how to pick a topic, how to research it and how to write it effectively. He then assigns the kids an editorial to write of their own choosing.

In the second week, he returns to Schurz to pick up the editorials (they have been corrected by teachers and rewritten by students) and goes through the first week's explanation for a new set of students. In the third week, he returns with the first batch of editorials, which he has read, and discusses them with the students, pointing out such things as effective arguments and good writing. He also picks up the revised editorials from the second class. In the fourth week, he repeats the critique session.

That's not a complicated process. And it doesn't take a lot of time. But it brings our expertise in writing into the classroom where I hope we can teach the students something about writing—and teaching the students those basic skills is what the program is supposed to do.

Any business can tailor its expertise to an Adopt-a-School program. One school needs a program to improve reading and writing skills through advertising programs (a likely adopter would be an ad agency or the in-house ad department of a corporation), and another needs help in establishing a computer club. A high school would like to set up a Banking Club but needs a bank to help out.

Our experience in the program has shown us we can set up any kind of program we want. The Schurz teachers are glad to have us because we bring new skills to the classroom. We can set up a program one year and change it the next. Or we could end our involvement. We sign up for only a year at a time.

It's worth trying.

$1.25 a copy; $52 a year

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Advertising Age

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Rumor returns to bedevil P&G

By LAURIE FREEMAN

Procter & Gamble once again is fighting the trademark rumor that won't go away: That the company is in league with the devil and its corporate man-in-the-moon logo is Satan's symbol.

The Cincinnati-based company launched a national pr blitz in 1982 (AA, June 28, '82) to dispel notions about the company's supposed link to the devil, and the rumors died down. But for "some unexplained, unknown reason, the number of calls concerning the moon and stars has climbed back up again," said a P&G spokesman.

The number of telephone calls P&G has fielded this time around is nowhere near the record levels set in 1982, when P&G answered 12,000 calls per month on the toll-free lines it lists on product packages.

In September, the company received more than 1,000 Satan-related calls, and to date in October, the number of incoming calls has tripled to 3,000.

The telephone calls are coming from areas in California, Nebraska

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Fraud charge hits ABC in Landau case

By ROBERT RAISSMAN

Dittler Brothers has filed a suit in Atlanta federal court accusing American Broadcasting Cos. of conspiring with Robert Landau Associates, the now-bankrupt advertising/sports marketing company, to defraud Dittler.

Dittler alleges it was defrauded of $1.5 million it paid Landau to finance parties for network employes and advertisers during the 1984 Summer Olympics. The company is suing for $5 million plus court costs and is seeking a jury trial.

In response, ABC last week filed for dismissal of the Dittler suit in New York federal court.

The suit is the latest development in the unraveling of RLA's financial troubles. In the throes of a cash crunch in 1983, Robert Landau, chairman of RLA, approached Dittler for a $1 million cash loan. The Landau and Dittler companies had worked together in the past.

In response to Dittler's demand for collateral, Mr. Landau pledged payment from ABC for the Olympics parties catering assignment would be used to repay the Dittler company.

John Lazarus, then vp-sports marketing and sales at ABC-TV and a close friend of Mr. Landau, signed a letter authorizing the payment of RLA's Olympics funds directly to Dittler. At issue in the suit is whether Mr. Lazarus, who resigned from ABC at the end of September, had the authority to commit the ABC funds to Dittler.

Dittler Brothers, an Atlanta-based printing company, maintained in its suit that "assignments of accounts receivable" signed by Mr. Lazarus helped RLA secure a loan from Dittler to finance ABC's Olympics parties (AA, Oct. 1). The parties were held on 15 consecutive nights and attended by about 1,400 people each night.

The Dittler suit alleges that Charles Stanford, vp-legal and business affairs, ABC Sports, informed Dittler attorneys that Mr. Lazarus had the authority to secure such a loan. That charge is the key claim in the case.

According to ABC's suit, a letter dated Oct. 5 was sent to Dittler denying any liability. ABC contends it paid RLA for its Olympics work and had no obligation

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Eyes of Texas on political ads

By SARAH STIANSEN

A Texas brouhaha drew national fire last week when a U.S. Senate candidate's tv spots dragged the American Assn. of Advertising Agencies into the bitter campaign.

The controversy started when U.S. Rep. Phil Gramm, the Republican nominee in a senatorial battle characterized by sharp exchanges, introduced advertising last week that called his Democratic opponent the "only candidate in America to be officially cited for unethical advertising by the American Assn. of Advertising Agencies."

In addition, he raised the issue frequently during a debate Oct. 18 to further disparage his opponent, state Sen. Lloyd Doggett.

But the Four A's last week denied that it ever issued such a citation to Sen. Doggett. "The Four A's resents its name being used this way," said John O'Toole, chairman of both the trade association and Foote, Cone & Belding Communications, Chicago. Mr. O'Toole was reached at at the Four A's western

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Where you're going, it's Michelob.

Michelob moments

Anheuser-Busch lays it on the line with new advertising for Michelob that targets the upwardly mobile. Network tv spots for Michelob and Michelob Light broke Oct. 21. Ted Bates Advertising/New York, handles Michelob, and Needham Harper Worldwide, Chicago, has Michelob Light. *(See story, Page 6.)*

Phone war moves overseas

By BRIAN MORAN

AT&T's domination of the international long-distance business is likely to erode even faster than its domestic monopoly, analysts predict, following the entry of MCI Communications and GTE Sprint into the overseas market.

MCI and GTE Sprint, AT&T's two largest competitors in the U.S., both announced agreements last week that set up a global showdown for long-distance customers by providing international direct-dial service at rates up to 40% lower than the current AT&T standard.

Despite recent problems largely caused by higher fees to tie into local phone networks, the challengers' domestic experience should help them make major inroads on AT&T's 90% market share overseas, industry watchers said.

"The competitors have shown they are viable and established—the business market is no longer gunshy about them," said Robert Self, president of Market Dynamics, a New York telecommunications consulting company. "If their pricing is right, the international market will be up for grabs."

Both MCI and GTE Sprint plan to market the new services through direct mail to their existing customer base.

MCI does not plan any consumer advertising, said Howard Crane, senior vp of Washington-based MCI. GTE Sprint expects to pitch its overseas service via a network tv and print advertising campaign in the first quarter of 1985, said Robert Craver, manager of international marketing. J. Walter Thompson USA, San Francisco,

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Last Minute News

Honig joins to Geers Gross in new post

NEW YORK—Marvin Honig, who left Doyle Dane Bernbach International as vice-chairman-creative director in June, will join Geers Gross Nov. 1 in the new post of vice-chairman-executive creative director. Geers Gross vice-chairman Dick Tarlow, the agency's top creative executive, will now only concentrate on some key accounts. Mr. Honig, best known for his classic "Groom's first meal" tv commercial for Miles Laboratories' Alka-Seltzer, most recently had worked on the American Greetings, Atari and Citicorp Travelers Checks accounts at DDB.

Burchill to testify on RKO overcharges

WASHINGTON—Thomas Burchill will be subpoenaed by Fidelity Television in February to testify on his role in the RKO Radio Networks overcharges (*see related story on Page 2*). Mr. Burchill, currently president at Lifetime, was president at the RKO networks when advertisers were overbilled $7 million. Fidelity is an applicant for RKO's KHJ-TV license in Los Angeles.

DDB locks up Clairol hair colorings

NEW YORK—Clairol has moved Frost 'n Tip and Summer Blonde hair colorings to Doyle Dane Bernbach from Foote, Cone & Belding. DDB also gets Quiet Touch, which did not have an agency of record and was not

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